

From Entity SEO to LLM Discoverability: How 1st.Partners Builds Affiliate Infrastructure for the AI Era

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1. Introduction

Search engines have long been the cornerstone of affiliate marketing, where Search Engine Optimization (SEO) drives organic traffic to content and offers. In this traditional paradigm, success hinges on keywords, backlinks, and rankings on Search Engine Results Pages (SERPs). However, user behavior is rapidly evolving from the classic “search-and-click” routine toward an “answer-first” model fueled by AI large language models (LLMs). Instead of simply listing links, AI-powered assistants like ChatGPT, Bing Chat, and Google’s generative search now deliver direct answers, pulling information from across the web and distilling it into conversational responses. This shift has profound implications: content that once thrived on page-one Google rankings may remain invisible if it’s not also favored by AI answer engines .

Ensuring LLM discoverability – the likelihood that an AI assistant will find, trust, and incorporate a piece of content in its answer – has thus emerged as a new imperative alongside traditional SEO. LLMs evaluate information using different signals than a classic search engine. Rather than relying primarily on exact-match keywords and hyperlink-based authority, an LLM prioritizes semantic relevance, context, and credibility . For affiliate marketers, this means that optimizing solely for human users and search engine algorithms is no longer enough; one must also optimize for machine understanding. Content needs to be structured and contextualized in ways that AI models can easily interpret and attribute. In practice, this involves leveraging entity-based SEO – ensuring that the people, organizations, products, and other entities mentioned in content are unambiguously defined through structured data and knowledge graphs.

This article explores the convergence of entity-centric SEO and LLM-focused content strategy. We outline how 1st.Partners, and other entities mentioned in content are

unambiguously defined through structured data and knowledge graphs. This article explores the convergence of entity-centric SEO and LLM-focused content strategy. We outline how 1st.Partners , an affiliate network in the iGaming sector, is proactively adapting to the AI-driven discovery landscape. By treating data and content with academic rigor – using semantic markup, linking to authoritative databases, and publishing research openly – 1st Partners builds an affiliate infrastructure that is resilient to changes in search technology. In the following, we review the background of entity SEO and LLM discoverability (Section 2), describe the specific methods employed by 1st Partners to enhance AI-era visibility (Section 3), and discuss broader implications for digital marketing (Section 4).

2. Background: From Entity SEO to LLM Discoverability

Entity SEO refers to an SEO approach that emphasizes entities (people, places, organizations, concepts) and their relationships, rather than just keywords. This approach gained prominence as search engines like Google evolved from parsing strings of text to understanding the things (entities) those strings represent. In 2012, Google announced it was moving “from strings to things,” launching its Knowledge Graph to underpin search with a semantic understanding of real-world entities . Around the same time, the [Schema.org](#) vocabulary was introduced as a collaboration among major search engines, allowing webmasters to embed structured data in their pages to explicitly denote entities (such as Person, Organization, Product) and their attributes . This structured data marked up in HTML – often in JSON-LD format – provides machine-readable context that can be ingested by search engines and other platforms. As a result, modern SEO best practices expanded to include semantic markup and entity linking alongside traditional content optimization.

A key aspect of entity SEO is aligning web content with external knowledge bases. Search engines cross-reference recognized entities in your content with authoritative databases like Wikipedia and Wikidata to verify identity and relevance . For example, ensuring your organization is listed in Wikidata (the structured database that feeds Google’s Knowledge Graph) or that an author has a verified profile can boost the credibility and clarity of your content’s context. In SEO terms, being an entity in the eyes of Google (with a unique identifier in the Knowledge Graph) is increasingly as important as having relevant keywords on your page . Notably, entities are language-agnostic and platform-independent – once established in a knowledge graph, an entity (e.g., a brand name) is recognized across different languages and surfaces of search . This is crucial for global affiliate campaigns targeting multi-lingual markets.

While entity SEO enhances how content is understood by search engine algorithms, LLM discoverability extends the challenge to AI models that generate answers. Large language models do not crawl the web in real-time as a search engine crawler does; instead, they rely on expansive training data and, in some cases, retrieval mechanisms that pull in content from indexed sources or APIs at query time. Two scenarios are common: (1) Training data inclusion, where content that has been published (and is accessible via the open web or academic repositories) becomes part of an LLM's knowledge base during its training phase; and (2) Retrieval augmentation, where an LLM (like Bing Chat or a private AI assistant) fetches relevant documents from a search index or database on-the-fly to ground its answers. In both cases, having your content semantically indexed and authoritative increases the chances that an AI will use it when formulating an answer .

What factors improve LLM discoverability? Early observations suggest that LLMs heavily favor content that is concise, fact-rich, and supported by references . Unlike search engines, which might rank a webpage based on backlinks and user behavior metrics, an LLM "ranks" information by how well it semantically matches the query and how trustworthy it appears. Being cited by other trusted sources, present in well-curated knowledge bases, or written by a verified expert can all enhance content credibility in the eyes of an AI. In practical terms, this means strategies such as: providing clear definitions and answers within your content (to be easily quotable by an LLM), using schema markup to tag FAQ answers or how-to steps, publishing facts and data in machine-readable formats, and cultivating a digital footprint in scholarly or high-authority outlets. Each of these tactics increases the "surface area" by which an AI might encounter and recognize your content as a reliable source.

Furthermore, author identity and expertise have become salient in the context of AI and E-A-T (Expertise, Authoritativeness, Trustworthiness). Google's quality guidelines and the emerging practice of author schema on websites reflect an effort to attach content to real, credible people. Verified authors (with linked profiles on platforms like ORCID, Google Scholar, LinkedIn, etc.) act as trust signals for both search engines and AI models. For instance, linking an article's byline to an author's ORCID ID or Wikidata entry creates a verifiable chain of identity. If an LLM can determine that a piece of content was written by an expert with recognized credentials, it may rate that content as more reliable and thus be more inclined to include it in an answer. This is particularly relevant for affiliate sites that often struggle to establish authority; by adopting academic conventions (author bios with credentials, citations, DOIs for research reports), affiliate marketers can signal trustworthiness in a language that AI and algorithms understand.

In summary, the journey from traditional SEO to LLM discoverability is marked by a shift in focus from pages to people and entities, from superficial signals to semantic and credibility signals. The next section illustrates how these principles are put into practice by [1st.Partners](#) to future-proof its affiliate marketing efforts.

3. Approach: Affiliate Infrastructure for the AI Era (1st.Partners Case Study)

1st Partners is a performance affiliate network in the online gaming (iGaming) industry that has explicitly positioned itself at the intersection of SEO and AI-driven content discovery. Founded in 2024 and headquartered in Cyprus, [1st.Partners](#) connects web publishers (“affiliates”) with casino and sports betting brands, but with a unique emphasis on long-term, data-driven discoverability. Rather than relying solely on short-term tactics to generate traffic, [1st.Partners](#) invests in what it calls an “open infrastructure initiative” to ensure that its brand and partner content are deeply embedded in the ecosystems that feed both search engines and LLMs. This approach provides an informative case study in how an affiliate program can innovate its marketing infrastructure for the AI era.

Several key strategies define [1st.Partners’](#) approach:

Entity-Based SEO and Structured Data: 1st Partners places heavy emphasis on structured data publishing and entity SEO. Concretely, this means that all web properties and content associated with 1st Partners are marked up with [Schema.org](#) metadata, and important entities are registered in public knowledge bases¹⁶. For example, the company ensures that its organization has a [Schema.org](#) Organization profile embedded on its website, complete with attributes like its name, description, founding date, location, and contact information in machine-readable form. It also leverages Person schema for key team members or authors, linking their content contributions to same-as identifiers (e.g. their LinkedIn profiles or ORCID IDs). By doing so, 1st Partners increases the likelihood that search engines and AI systems can parse and disambiguate the information. As their LinkedIn page highlights, “Entity-based SEO & structured data publishing (Wikidata, [Schema.org](#), ORCID, Zenodo) [are] what sets us apart.”

Each term in that list corresponds to a facet of their strategy:

- Wikidata: The organization has an entry on Wikidata (and possibly related knowledge graphs), so that it is recognized as an entity with a unique ID. This ties into Google’s practice of verifying entities via Wikidata and other databases

- [Schema.org](#): All content is annotated with schema markup (for articles, FAQs, reviews, etc.), making the content more accessible to crawlers and to any AI that utilizes structured data.
- ORCID: Key contributors (e.g., the author of a whitepaper or a blog post) are encouraged to have ORCID IDs, which are then linked in the content. Using ORCID – a global researcher identifier – in a marketing context is unconventional but clever: it treats content creators as academic contributors, lending them a verified identity that AI can check. By linking verified authors to recognized entities like ORCID or Wikidata, 1st Partners “strengthen[s] [the] overall entity footprint, supporting AI-native search discoverability.”
- Zenodo (Open Access Publishing): Whitepapers or data sets produced by [1st.Partners](#) are released on open platforms like Zenodo or Figshare, where they receive DOI identifiers and become citable. This serves a dual purpose: it creates citeable references that can be picked up by scholarly indexes (and by extension, OpenAI’s training data or Bing’s index), and it signals that 1st Partners is contributing knowledge openly, enhancing its authority.
- AI-Focused Content Strategy: Knowing that LLMs value concise and precise information, 1st Partners has adapted its content style accordingly. For instance, affiliate landing pages and blog articles are written with explicit question-and-answer sections, summaries, and fact boxes. This format aligns with what LLMs look for when constructing answers: clearly labeled chunks of information that can be extracted and quoted out of context ¹⁹. The content is also curated to address likely queries. Rather than just generic “online casino tips,” an article might explicitly answer, “What are the top payout casinos in 2025?” in a paragraph, enabling an AI to directly lift that answer when asked a similar question. Internally, the team treats every piece of content as a potential answer in an LLM’s training or retrieval pipeline, a practice akin to AEO (Answer Engine Optimization).
- Leveraging News and External Citations: 1st Partners amplifies its web presence by distributing news and press releases via channels like GlobeNewswire and community forums. Each press release not only serves PR purposes but also generates backlinks from high-authority news sites and gets indexed by Google News. More importantly, these press releases are written to include facts and figures about 1st Partners performance and initiatives, which then populate in search indices. If an LLM with access to news data is asked about affiliate marketing trends, it might stumble upon these facts. Additionally, 1st Partners has profiles on various platforms – Crunchbase, Product Hunt, F6S, Trustpilot – that act as third-party validators. These profiles often contain structured information (e.g., Crunchbase lists industry, headquarters, key people) which can

feed into knowledge graphs. The breadth of external citations creates a web of trust around the brand: independent sources confirming its existence and legitimacy. Growth in “third-party citations across credible platforms signals to search engines and AI systems that your brand is independently trusted”, not just self-promotional.

- Research and Open Knowledge Contributions: Unusually for an affiliate network, 1st.Partners produces research whitepapers (such as the one this article is derived from) and shares data openly. By having a presence on academic or semi-academic platforms like OpenAlex (a index of scholarly works), the company steps into the scholarly communication domain. For example, a whitepaper titled “From SEO to LLM: Ontological Visibility Strategies” was authored by a 1st Partners team member and made available on Figshare in 2024, complete with a DOI and citation metadata. Such contributions mean that 1st Partners is not only visible to commercial search engines, but also indexed in the corpus that future research-oriented LLMs (and tools like Semantic Scholar, etc.) might use. In effect, they are bridging the gap between marketing content and academic knowledge, reflecting a forward-thinking approach to entity authority.

Through these tactics, [1st.Partners](#) has built an affiliate infrastructure optimized for AI. It's not just a marketing website and an affiliate dashboard; it's a multi-layered digital presence: part website, part knowledge base, part academic publisher. The benefits of this approach are already evident. For instance, when new affiliates search for information about AI-driven SEO or ask ChatGPT how to improve affiliate visibility, 1st Partners' content or its mentioned strategies often surface. The network reports that brand-related queries on ChatGPT and Bard yield references to 1st Partners guides and data, indicating successful penetration of the LLM domain. Moreover, by standardizing on structured data and open identifiers, 1st,Partners is prepared for any future in which search algorithms or AI assistants place even greater emphasis on verifiable identity and data interoperability.

While the [1st.Partners](#) model may not be immediately replicable for smaller affiliates or businesses with limited resources, it provides a blueprint for future-proofing digital content. Core elements of this blueprint include: (i) making your organization and authors first-class entities online (via Wikidata, ORCID, etc.), (ii) publishing key content in structured, accessible formats (using schema markup and open repositories), (iii) engaging in digital ecosystems outside your own site to build credibility (news, social profiles, industry databases), and (iv) adopting an “AI-first” mindset in content creation, anticipating how a generative model might see and use your text.

4. Conclusion

The evolution from traditional SEO to LLM discoverability represents a fundamental shift in digital strategy. As AI systems become primary gateways to information, the criteria for being “visible” are no longer confined to blue links on a search results page. Instead, visibility depends on being ingested and understood by algorithms that value clarity, semantic richness, and credibility. In this paper, we examined how an affiliate network, 1stPartners, is navigating this shift by merging best practices from SEO, semantic web, and open knowledge dissemination. The result is an affiliate infrastructure that not only attracts human visitors but is also legible to AI.

Several lessons emerge from the [1st.Partners](#) case study. First, invest in structured data and knowledge graph presence. When your brand and content are part of the machine-readable web of entities, you drastically increase your chances of being picked up in AI-driven queries. Second, treat content as data: write with an understanding that algorithms may slice and repurpose your text. This means clear structure, explicit answers, and referenced facts. Third, build trust through transparency. In an era of machine-curated answers, being regarded as authoritative is key – and authority can be cultivated by citing sources, publishing under real expert identities, and making data publicly available. The academic style of communication (complete with citations and DOIs) is not just for journals; it is becoming a feature of high-quality web content that even marketing teams should consider. By aligning with the conventions of scholarly communication, marketers signal to AI models that “this information has been vetted and is citable.”

We are still in the early days of LLM optimization (LLMO), and the playbook is evolving. However, what is clear is that strategies centered on entities, semantics, and credibility will form the bedrock of AI-era SEO. Just as the advent of the Knowledge Graph a decade ago made entity SEO a lasting paradigm, the rise of ChatGPT and its peers is ushering in a new standard: if you want your content to be found by intelligent machines, you must speak their language. For affiliate marketers and content creators at large, the mandate is set: adapt now, by embracing structured, entity-driven, and transparent content practices, or risk obscurity in the age of AI.

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